10/14/83
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TSN

- Key deals off at GWSC sports net
- Nickelodeon going Nielsen with kidvid ads
- Eastman CableRep calls it quits
- Lifetime chief: Profit in two years

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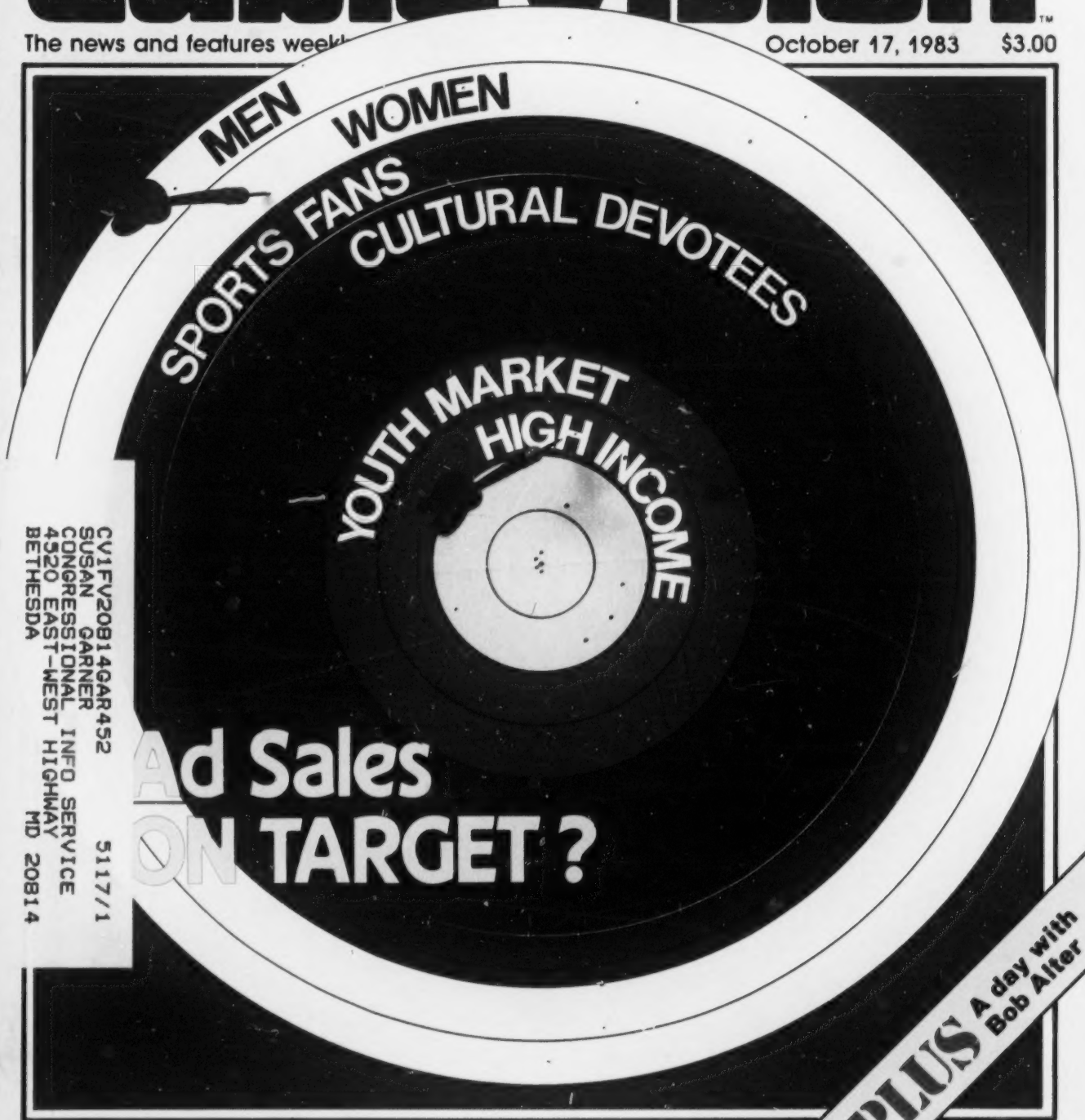
October 17, 1983 $3.00



Ad Sales ON TARGET?

PLUS A day with Bob Alter

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CableVision | October 17, 1983. Volume 9, Number 7

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Art Clokey is the creator/producer of 'The Adventures of Gumby', a 130-episode series picked up by The Disney Channel.

Disney's acquired fare

Due to its nature as a family oriented service, The Disney Channel must produce more original shows than initially intended in order to fill void left by lack of existing "suitable" material. **Page 26.**

Group W retreats

The apparent crisis at Group W Satellite Communications appears to be deepening: *CableVision* has confirmed that key team owners involved in would-be regions of The Sports Network won't be doing a deal with GWSC. **Leading the week, pages 18-22.**

Cable rep bows out

After three years in the cable rep business, Eastman CableRep, a pioneer in the field, called it quits last week so it could concentrate on radio. **Leading the week, pages 18-22.**

Lifetime predicts profits

A confident Bruce Johnson, president of Hearst/ABC-Viacom Entertainment Services, predicts his firm's upcoming Lifetime network, the combo of Daytime and Cable Health Network, will be in the black in just two years. **Leading the week, pages 18-22.**

'Cable in Context' opens

Women in Cable's "Cable in Context" annual conference opens in Boston with a stellar list of industry speakers. **Leading the week, pages 18-22.**

Group W stays with TNN

The Nashville Network's top executive says Group W Satellite Communications, suffering from reports of financial trouble, will remain its marketer—but with greater emphasis on ad sales and better public relations. **Leading the week, pages 18-22.**

House bill introduced

A companion bill to the S.66 cable legislation was officially introduced Oct. 6 in the House of Representatives. **Leading the week, pages 18-22.**

Bullish on Turner

First Boston Corp. declares TBS stock "dramatically undervalued;" other analysts urge caution. **Leading the week, pages 18-22.**

Looking like broadcast

This January, Nickelodeon's children programming format may be "reincarnated" into traditional broadcast kidvid, complete with seven minutes of interspersed ads per hour and Nielsen ratings. **Page 30.**

Qualifying for Arbitron

One unexpected side effect of increased cable viewing is the inclusion of eight cable services in Arbitron rating reports. **Page 30.**

Colony using ascertainment

In an effort to elicit feedback from subscribers and advisory boards, the MSO conducts same ascertainment studies as broadcasters. **Page 55.**

Betamax revisited

Movie industry and VCR manufacturers take opposing sides as the videorecording copyright issue is brought before Supreme Court. **Page 59.**

About the cover

Cecilia Capuzzi takes the cable pulse on Madison Avenue and finds a healthy prognosis. Cover photo by Rob Stuehrk. **Story on page 34.**

This week in PLUS

Ad agencies are thinking better of cable, but in their eyes the medium is a little like Woody Allen's Leonard Zelig. Sometimes it looks and acts like a targeted medium while at other times, it looks and acts like a mass medium. This dual image is difficult to maintain, and, when cable is acting as a mass medium, ad men stress, they need to see more numbers than they have so far. So while things are looking up, they still have a ways to go. . . Bob Alter, CAB president, is one who's helped cable get as far as it has in Madison Avenue's eyes. *CableVision Plus* spent a day with Alter and watched how he does it. The progress can be slow, but it is definite progress. **Pages 31-54.**

Looking like broadcast

Nickelodeon to be metered by Nielsen, ads will be interspersed

NEW YORK—Come January, Nickelodeon's children's programming format may very well resemble traditional broadcast kidvid: metered by Nielsen with commercials interspersed within the shows rather than clustered between programs.

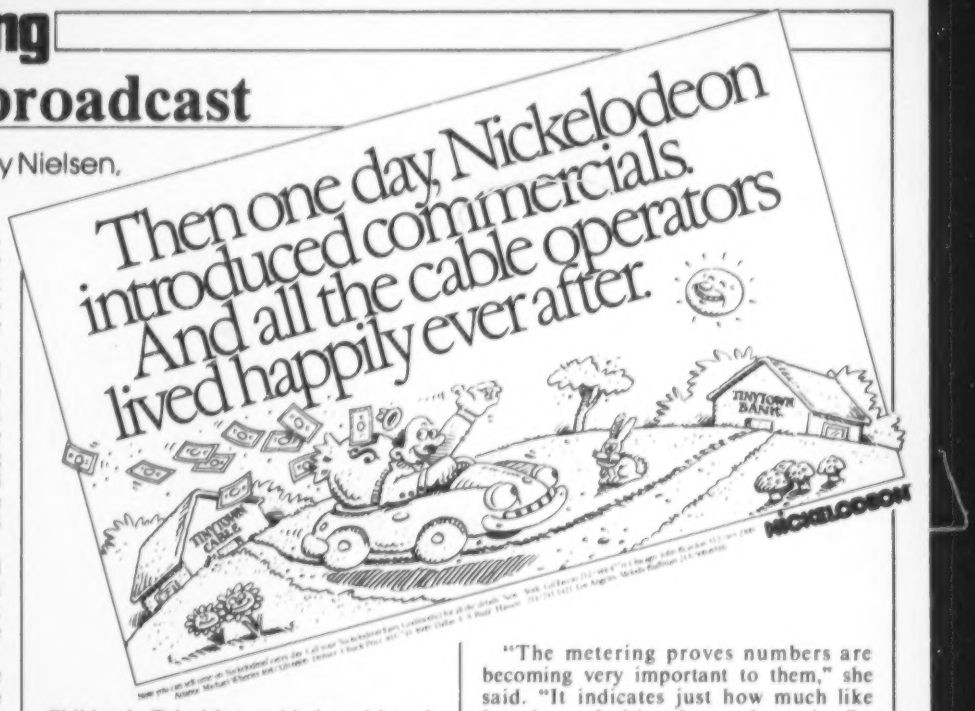
According to two agencies being pitched by the channel, ads are scheduled to run an average of seven minutes per hour—six minutes for national avails and one minute for local. During pre-school programming (9 a.m.-2 p.m.), three minutes of national and one minute of local ad time will be available. The service currently allows 24 30-second units per day for local avails.

NICK, scheduled to launch its national ads in January, also was expected to sign a contract with A.C. Nielsen Co. by last week for national meter measurement, the ratings company confirmed.

WASEC officials said they would have no comment on their advertising plans. One spokeswoman said the service did not want to lay out its strategies for 30 days.

WASEC programmers previously had been quoted as expressing the hope that ads would be clustered between programs (*CV*, 6/20/83). Gerry Laybourne, WASEC acquisitions director, said at that time: "Our plan right now is not to break up our programming (with commercials)."

Peggy Charren, head of Action for Children's Television, said that although officials from WASEC had said they were working together with ACT on guidelines for advertising, she said she had not been contacted for input as of last week. Charren said she is against advertising support for Nickelodeon altogether. She was not aware that Nickelodeon would be metered or that the service would scatter commercials within its programming.


Then one day, Nickelodeon introduced commercials. And all the cable operators lived happily ever after.
TINYTOWN BANK
TINYTOWN CABLE
NICKELODEON

"The metering proves numbers are becoming very important to them," she said. "It indicates just how much like broadcast television they are becoming."

Charren said that WASEC officials had been trying to assure her that advertising would not affect Nickelodeon's programming.

"It's conceivable that it wouldn't," she said. "Everyone believes in miracles. I clap my hands when Tinkerbell dances around too, but there's a part of me that knows she's not real."

Many agencies were receptive to the opportunity to place ads on Nickelodeon, since it delivers a high concentration of kid viewers and has a reputation for quality programming.

"Who cares (if they accept advertising) if that's what it takes to keep the channel in business," said Jay James, Doyle Dane Bernbach senior vice president, video technology/programming. "The alternative is to go out of business." James said he is considering placing advertising for two clients on NICK.

Betsy Frank, Dancer Fitzgerald Sample vice president/associate media research director, said that she "still wants to see the numbers" before committing clients' dollars to the channel. "We need more of an indication of what's happening in terms of viewing," she said, adding that she was considering the service for several clients.

—Cecilia Capuzzi

Qualifying for Arbitron

Increased watching of cable television results in eight services being included in rating reports

NEW YORK—Arbitron reported increased viewing of WOR, WTBS and WGN and five other cable services in 53 additional markets since July 1982. As a result, cable television audience estimates were included in 119 of Arbitron's 210 rating reports in July 1983.

To be mentioned in the Daypart Summary, television households must record viewing the service or station for five minutes or more during the survey week for a 20 percent net weekly viewing. WTBS qualified in 26 markets; WGN in nine; WOR added three; HBO, one of two pay-cable services to first meet the minimum, added 22; and The Movie Channel, qualifying for the first time, met the minimum in one market.

Number of markets with 20% net weekly circulation

Superstation/ cable service	July 1982	July 1983	+/- Qualifying markets
WTBS	60	86	+26
WOR	7	10	+ 3
WGN	9	18	+ 9
HBO	14	36	+22
CNN	1	2	+ 1
CBN	2	4	+ 2
ESPN	1	1	+ 1
Movie Channel	0	1	+ 1

Source: Arbitron

Note

■ Tully-Menard Inc., advertising and public relations, has been named the agency for Tampa Cable Television, a subsidiary of Tribune Cable Communications of Chicago. The agency's first undertaking is a primary campaign consisting of a new design package and print material to introduce the cable company to city residents. In addition, the agency will handle all promotions and advertising for the cable subscription service.

DO ADS ON CABLE HIT THE MARK?

Madison Avenue is seeing cable more positively, but agencies wish the medium would make up its mind. Sometimes it promotes itself as a mass medium, while at others it says it reaches a targeted audience.

By Cecilia Capuzzi

It has been described as the "Year of Plateau-ing" and the "Year of Introspection." But whatever its label, 1983 so far has been a year of increased agency and advertiser acceptance about placing ad dollars into cable—although not without moderation and a well-developed sense of caution.

Most agencies reported substantial growth in cable billings—usually between 15 and 50 percent. Some agencies reported more than 100 percent growth over 1982. For most, 1983 has turned out better than anticipated. Advertisers are beginning to use cable creatively, which in most cases means doing something different from what they would be able to do on a broadcast network.

"The hoopla (surrounding cable) has died down," said Ira Tumpowsky, Young and Rubicam vice president/group supervisor. "Companies are looking inward. They are asking what they can do to make the (cable) networks viable. I think a lot of clients took a harder, more positive look at cable."

For cable, 1983 could also be labeled the "Year of Information"—of lack of it. Seven cable networks—HBO, WTBS, CNN, ESPN, CBN, USA and MTV—are all metered by A.C. Nielsen Company. In July and August, American Media Council Inc. conducted a survey of 260 agency and client executives to determine their perception of cable, and to see how the industry could strengthen its image to attract ad dollars and present a unified force.

A preliminary analysis of the survey results will be released in mid-October. JMI Communications, under President Jack Myers, funded the study together with eight undisclosed cable networks.

According to Myers, there are areas where the cable networks, agencies and advertisers have failed

to communicate adequately. That attitude has resulted in some misperceptions of the medium, and in advertiser reluctance to commit dollars to an industry that they don't really understand.

When cable determines what its strengths are, suggests Phil Guarascio, senior vice president/director of media management for Benton and Bowles, it should let advertisers and agencies know. "We're in the business to move merchandise. We're money managers," he said, adding that advertisers can't—and won't—afford to take risks.

The problem is that the networks themselves may not yet be quite sure of their capabilities and of how they can best be used by advertisers. Agency people argue that the attention and energy the cable industry once gave to wiring cities and signing on subscribers must now be directed to marketing cable and defining a method of meeting advertisers' needs—and then delivering for them.

"Cable seems to be many things to many people," said Myers. "The industry is not only WTBS. Because WTBS is so successful, the obvious thing is to duplicate those sales strategies. The study shows this should not be done," he said.

Split personality

Cable is perceived by agency and client executives in two ways, said Myers. It is at once a general audience medium, and a medium for segmented audiences. This "dual identity" can be a hindrance and an advantage.

"The more flexibility and more variety of research that's made available, the better it will be for cable," Myers said.

"The more it tries to define its sales position, the harder it will be. It seems to me, from reading the questionnaires, that advertisers like to look at cable, define their needs and then find a way to solve those needs through cable. That's positive."

But it does pose a problem for the cable network. How does it present itself as being flexible and, at the same time, strong and directed?

Cable's image as a general audience medium requires strict research and ratings, according to Myers. Its role as a medium that reaches segmented audiences underscores the importance of programming and innovation, requiring it to be an editorial vehicle that attracts advertisers wanting to identify with its messages.

But the study reflects something of a paradox. Both agency and client executives rate cable highest in its appeal to specialized demographics, but lowest in the quality and use of research.

These conflicting perceptions create other problems in determining the form that cable's sales and merchandising efforts should take. More than a third of the respondents believed cable's sales methods should be patterned after the print medium. Half thought sales efforts should follow those of the broadcast industry.

Tumpowsky goes so far as to call cable "video publishing," believing that cable, as the print medium does, should rely on income from subscriber fees and ad revenues—not just on ad support alone.

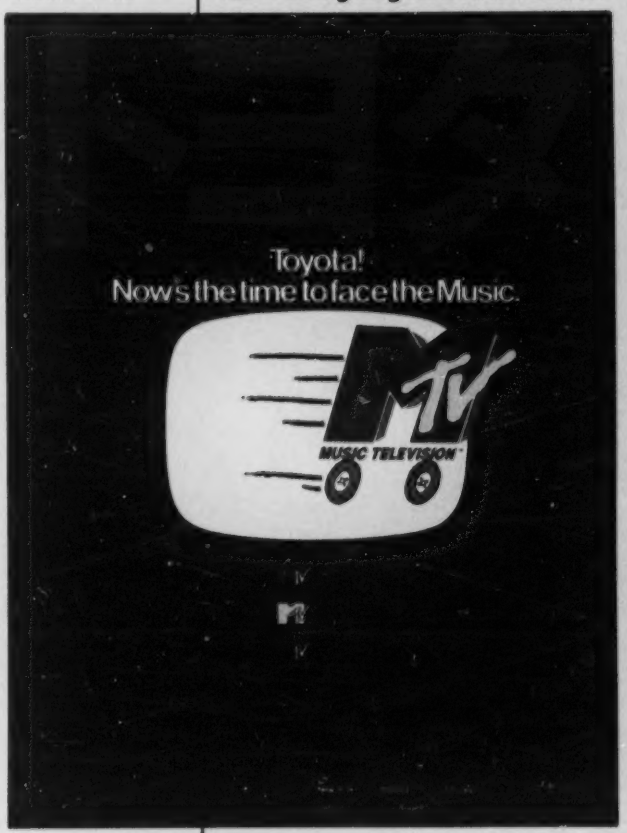
The tendency of advertisers, agencies and even the cable industry itself to define cable in terms of other media is another drawback, some ad people note. The fact is, it might just be too early to tell what cable's "real" identity will be.

As Elizabeth Tully, vice president/assistant media director of Grey Advertising, noted, the technology is still changing. And agency people are looking at cable with more of a critical eye than are their clients, JMI's Myers said.

The numbers game

"Most advertisers and agencies want to know the number of people viewing the (cable) channel," said David Harkness, vice president/director of marketing for Nielsen Home Video Index. But as advertisers cry out for numbers and research, there are some in the industry who think that there are

An MTV ad campaign stresses that the network's viewers buy more than just jeans and t-shirts.



Perhaps in the final analysis, 1983 will turn out to be the year that cable first took a hard look at itself—and at how others perceive it—and decided to act upon it.

already too many numbers.

"There is documentation now," said CAB President Bob Alter. "Agency people are saying it's a cop-out to say there's not enough to evaluate cable."

But Phil Guarascio echoed the feelings of many agency and advertising people when he stated there is "nothing to convince advertisers that they should pay the premium."

The major area of concern among agency and client executives polled was the quality and use of research, according to Myers. Agency executives ranked cable research quality at a 4.85 on a 1 to 10 scale. Client executives rated it 4.92. It was the lowest rated category for both groups.

It's certainly no secret that the bulk of national advertising dollars goes into broadcast network television. But with cable in 39.3 percent of American households (NSI July 1983), and with it more than tripling its audience share in about two years (3 Sep 11, according to the C[illegible]), cable's impact on America's viewing and buying habits cannot be ignored. And while most agencies encourage advertisers to buy cable to make up for broadcast network share erosion, it seems that cable is beginning to be discovered and used on its own merits. CAB estimates that the almost 40 percent of U.S. cable households could represent close to 50 percent of the nation's purchasing power.

"For us, cable has a special purpose that's different from broadcasting," said Tully. "We are using cable for the environment more than anything else. We found that our clients are not buying in response to (broadcast) network erosion."

Bob Roganti, MTV vice president of advertising sales, indicated that cable has been perceived as a "periphery" medium.

Other than WTBS, which attracts advertising based on the sheer number of homes it reaches, the other networks are finding that if they are to be viable advertising vehicles they must target programming to achieve upscale demographics.

Tully said that clients are using cable to run commercials that they could not run on broadcast television. For example, STP sponsors "Pit Stop" on ESPN's auto racing programs. The commercials provide car and driving tips. "You wouldn't do that on ABC's *Wide World of Sports* for the one time they run a race car show," said Tully.

But Tully said that the agency's cable buys are not usually based on concrete audience demographic information—data she said is lacking. Instead, Tully said that it is more of a "gut buy."

"You've got to feel it," she said.

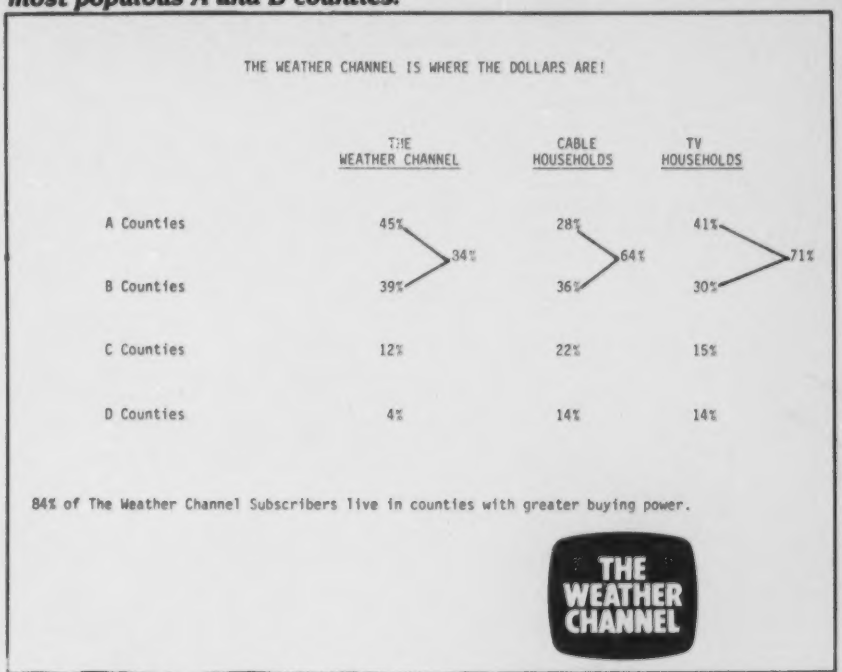
Guarascio is not convinced of cable's ability to reach the targets it says it can. "They have not yet satisfied their ability to deal with target shares," he said. "The audience hasn't said 'I want this, here's what it means for me.' And the audience may never do that." The burden of proof, he insists, is on the cable networks to demonstrate cable's drawing power.

Greg Blaine, senior vice president of Foote Cone and Belding, doesn't think "extreme targeting" will happen, either. "What will happen is 'narrow appeal,'" he said, "a complimentary opportunity. Extreme targeting just cannot exist. There's no advertising revenue."

But agency talk consistently comes back to "numbers." "The whole industry is numbers-oriented," said Bill Croasdale, senior vice president/director of network television and programming for BBDO. "Unfortunately, it's the be-all and end-all."

According to Lynne Stauffer, Arbitron national cable marketing manager, even local systems are

A Weather Channel chart shows 84 percent of its viewers live in the most populous A and B counties.



For most, 1983 has turned out better than anticipated. Advertisers are beginning to use cable creatively, which in most cases means doing something different from what they would be able to do on broadcast.

The numbers begin to show cable data. Nielsen figures verify that homes with cable watch less broadcast fare. (And fewer independent stations, too. See story page 45.)

AUDIENCE SHARES MONDAY-SUNDAY—24 HOURS

	TOTAL H.H.	NON-CABLE H.H.	ALL CABLE H.H.	PAY CABLE H.H.
NETWORK AFFILIATES	70%	80%	58%	53%
INDEPENDENTS	17	18	15	15
PBS	3	3	3	2
CABLE PROGRAMS	15	2	30	36

A.C. NIELSEN
2nd QUARTER/1983

The problem is that the cable networks themselves may not yet be quite sure of their capabilities and of how they can best be used by advertisers.

more interested in quantitative measurement.

Myers said the American Media Council study addresses the numbers dilemma.

"The study showed more than a strong willingness for agencies to accept alternate ratings, but the networks, when they developed the information, found that the agencies didn't accept it and wanted to see their numbers. When you go back to the agencies, they say they haven't seen good qualitative research," he said.

Different yardsticks

A.C. Neilsen Company and Arbitron have made changes in audience measurement methodology to accommodate cable's growth. Both Nielsen and Arbitron have expanded meter services and are testing new versions of diary measurement. Nielsen has developed people meters, devices placed in-home that provide personalized buttons for each family member to record viewing habits. Arbitron introduced the Cluster-Plus system that defines viewers by Zip Code.

Further research is necessary, said Nielsen's Harkness, and its Cable Audience Methodology Study, released in March, needs to be followed up. The study received various responses from cable executives, many of whom felt that the study failed to define a single, preferable method for cable audience measurement—what its sponsors had promised it might do.

Harkness said that advertisers are requesting not only numbers but also "dimensioned" information about the network's audiences, including income, educational and geographic data. They realize that using only traditional media in media schedules underdelivers in cable households. "They want to know how it is impacting traditional media, or if they can use cable as an ad vehicle in itself or as a means of restoring balance to their overall media plan," said Harkness. He added that although "some"

advertisers are interested in targeting an audience, most still want to reach a mass audience.

One solution, suggested Guarascio, is "hybrid distribution" of cable's services. The program would be cleared on cable, but also distributed on some broadcast stations.

This would raise cable's cost per thousand (CPM) and develop a revenue base. "Turner, in his own way, is into hybrid distribution," Guarascio said. "Viewers don't care if the program is delivered by cable or over the air." Cable's notion of itself as a targeted medium may be ahead of its time, according to Guarascio.

"When cable is a big business with 60 percent penetration (in five to six years, he predicts), then it will be time to try some of this (target marketing) again."

Others, such as Tully, believe that the targeting has already begun. Tully suggests that the medium that should really be worried about cable is radio.

Merging and submerging

Regardless of the method cable uses to distribute advertising messages or how much revenue is generated now, many agency people believe that the cable network shakeout will continue.

"You'll see four to five networks survive as profitable ventures," predicts Greg Blaine. "They'll profit because they are garnering an acceptable audience that's of interest to advertisers."

Guarascio, who said that a "handful" of general networks will survive, believes the market is not big enough to handle more than that. And Croasdale predicts that there are "still a couple of more mergers in the works."

But cable's immediate outlook is good. Myers projects ad growth in 1984 to be 35 percent, which could be larger since he is not considering any changes or improvements in the medium.

Many networks are looking forward, especially, to 1984—an Olympic and presidential election year.

"I wish there was a presidential speech on every night," joked ESPN's Bob Jeremiah. "And conventions—the only people watching them are relatives of the candidates. We ought to double our rates that week." Jeremiah said he believes the Olympics will only bolster ESPN viewing and turn on current non-viewers to the benefits of sports programming. Most cable networks think that the avails taken up by candidates on broadcast networks will have a spillover effect into cable.

'Cable seems to be many things to many people. The industry is not WTBS. Because WTBS is so successful, the obvious thing is to duplicate those sales strategies. The (JMI) study shows this should not be done.'

Jack Myers, president JMI Communications

The recovering economy has already had an effect on cable. "In the past, the sluggish economy created tight ad budgets and advertisers were looking for the most bang for their bucks," said Croasdale. "Advertisers relied on normal means (of buying) because they had a traditional measurable audience. I'm more optimistic today than in February or March."

Some networks are taking the bull by the horns. MTV reported an "excellent year" so far for 1983, in both ad revenue and viewership. Bob Roganti said that the network has had in excess of 200 advertisers, up from about 25 in January 1982. The network projected $350 million in ad revenues and Roganti said it looks like it will make it.

"It's the responsibility of everyone selling time to demonstrate why they should be bought," Roganti said.

Tim Robertson, group vice president at CBN Cable, said he estimate's cable is taking about eight share points from the network marketplace. "That means we should get 8 percent of the total dollars allocated to network television," he said.

Robertson said that the biggest question is where cable will be in five years. "Perhaps simple numbers are not the whole story," he said. "Advertisers may get more than they bargained for in numbers. People have to be sophisticated enough to put their money where their beliefs are."

Perhaps in the final analysis, 1983 will turn out to be the year that cable first took a hard look at itself—and how others perceive it—and decided to act upon it. The important thing, as Bob Alter notes, is that cable not be considered an "abberation or boutique-y." "We're looking at getting cable in the mainstream of advertising buying, and not have it be treated as something special. Then advertisers will recognize the unique opportunity in cable."■

BEST AVAILABLE COPY

Franchising calendar

This chart examines the franchise status of communities from March 1983. 'Pending' refers to communities that are in the franchising process but have not yet made an award.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes)

California
Chino—RFP issued; proposals due 12/14/83 (12,000 homes)
Claremont—proposals received from Group W and Cablevision of Claremont awaiting report from consultant 10/83 (9,800 homes)
Commerce—negotiating with KTS Corp.; award expected 10/83 (3,000 homes)
Costa Mesa—proposals received from Group W and Copley Colony; preliminary award expected 11/17/83 (32,637 homes)
Duarte—consultants reviewing proposals from Cable TV West Inc. and KTS Corp. (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83. (166,000 homes)
East Yolo—expecting issue of RFP 9/83; proposals due 11/10/83
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—RFP issued; proposals due 12/12/83 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—RFP issued; proposals due 10/12/83 (22,000 homes)
Pasadena—final award to Falcon 5/19/83
Pico Rivera—California Cablevision contesting referendum denying them franchise
Placentia—only proposal submitted by Group W; award expected 11/83 (12,000 homes)
Sacramento—re-issuance of RFP; preliminary award expected by 11/30/83 (360,000 homes)
San Gabriel—Falcon Communications sole bidder; award expected 10/83 (11,600 homes)
South Monrovia—award to Falcon rescinded 8/83; beginning process (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected 10/83 (43,000 homes)
West Covina—award expected 10/83; proposals received from Falcon Cable and United Cable; (28,000 homes)

Connecticut
Windham, Lebanon, Scotland, et. al (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes)

District of Columbia
Draft of RFP completed 6/83. District Council approval of RFP expected by 11/83 (254,000 homes)

Florida
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows. Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected by 1/84.

Countryside—preliminary award to Cablevision of Chicago; final award expected 10/83 (2,200 homes)
Downers Grove, Darien—negotiating with Continental Cablevision; final award expected 10/83 (6,430 homes)
Elmwood Park—RFP expected 10/83 (9,500 homes)
Glen Ellyn (DuPage County areas)—award to Group W expected 10/83 (7,000 homes)
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; final award expected by 2/84 (2,000 homes)
Joy—award to Star Communications of Springfield 5/83 (220 homes)
Lisle—final award to Multimedia 5/24/83 (3,300 homes)
Naperville—final award to Centel expected 10/83 (17,500 homes)
St. Charles, Geneva—negotiating with Centel; award expected 10/83 (10,000 homes)
South Holland—award to Multimedia 3/15/83; (7,400 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Westmont (unincorporated areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes)
Wheaton—negotiating with Centel; award expected by 12/83
Winnetka—decision to have cable has been postponed
Woodbridge—award expected 1/84 (260 homes)

Indiana
DeMotte—non-exclusive award to both Northwestern Indiana Cablevision and Telecom Services 7/12/83 (800 homes)
Indianapolis—City/County Council adopted ordinance allowing city to grant cable franchise to SMATV companies

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes)
Colo—final award to Oak Cable systems on 3/7/83 (330 homes)
Kingsley—award to Satellite Communications 4/12/83 (400 homes)
Morning Sun—expect RFP issuance by 10/83 (450 homes)
Preston—final award to Preston Area Cablevision 6/13/83 (430 homes)

Kentucky
Calloway County—preliminary award to Galaxy Cablevision
Danville—negotiating with ITV Cablevision and Communications Systems; award expected 11/83 (12,800 homes)
Graves County—award to Galaxy Cablevision 3/20/83
Fulton—RFP issued; proposals due 10/12/83
Greenville, Central City and Muhlenbeug County—negotiating with TCI; final award expected by 11/83 (13,000 homes)
Harlan County—no bids received by deadline; awaiting action by Fiscal Court (40,000 homes)
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Hampswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—award to Cafec Cablevision revoked by City Council; future action uncertain (302,000 homes)
Carroll County—consultant's report on proposals from Prestige Cable and Matrix 9/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes)

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes)
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes)
Belchertown—pending
Belmont—exploring municipal ownership of cable
Boxborough—RFP issued; proposals due 11/15/83 (3,100 homes)
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co.; award expected 1/84 (1,200 homes)
Braintree—franchise awarded to Adams Russell 4/83 (10,000 homes)
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes)
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes)
Dedham—preliminary award to Bay Cable TV; final award expected 10/83
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—preliminary award to Continental Cablevision; final award expected by 11/83
Hamilton and Wenham—proposals received from Continental Cablevision, Rollins and Prestige Cable TV; preliminary award expected 11/83 (2,300 homes)
Hanson—award to Continental Cablevision 3/22/82
Hingham—award to American Cablesystems 7/14/83 (6,323 homes)
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes)
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc.; preliminary award expected 1/84 (1,700 homes)
Marblehead—drafting RFP
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes)
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Mendon—re-starting franchise process (1,200 homes)
Nahant—only proposal from Warner Amex; no action until summer 1984 (1,433 homes)
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperell—award expected 10/83 (2,800 homes)
Plympton—RFP issued; proposals due 10/17/83
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes)
Sandwich—RFP issued; proposals due 11/23/83
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV; preliminary award expected 10/83 (6,000 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Sterling—restarting franchise process in fall 1983
Stow—RFP issued; proposals due 10/18/83
Sudbury—award to Adams Russell 3/23/83 (4,200 homes)
Townsend—proposals received from Adams-Russell, Northeast Communications, United Cablevision, Pepperell Cable and Nashoba Communications; preliminary award expected 11/83 (2,306 homes)
Upton—award expected 10/83 (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams Russell (5,676 homes)
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes)
Wayland—proposals under review (3,500 homes)
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes)
West Bridgepoint—award expected fall 1983; proposals received from Campbell Communications and Continental Cablevision (2,000 homes)
Westminster—Adams-Russell submitted only proposal (1,000 homes)
Westport—preliminary award to United Cablevision funding appealed by Westport Cable Television (5,500 homes)

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Cable stats

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes).
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes).
Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes).
Detroit—award to Bardeen (471,000 homes).
Homer Township—RFP issued; proposals due 10/24/83.
Jerome Township—award to Whitney Cablevision.
Livonia—final award to Marquette Cablevision 11/82 (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monroe Cablevision.
Romeo—final award to Harron 6/83 (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes).
West Oakland County Cable Group—preliminary award to Greater Media; final award expected by 10/15/83 (32,000 homes).
Westland—only proposal from Continental Cablevision (29,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder; award expected 11/83 (12,664 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes).
Belle Plaine, Le Center, Le Suer, Lonsdale, Montgomery, New Prague—expect RFP to be issued 11/83 (5,227 homes).
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes).
Burnsville, Eagan—final award to Group W 7/8/83 (12,849 homes).
Chanhassen, Carver County and Hennepin County—proposals received from CSI, Combined Cable and Dowden Communications; award expected 11/83.
Dodge Center—award to Dowden Communications 9/9/83 (700 homes).
Eagan—see Burnsville.
Foley—award expected 10/83.
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—proposals received from Combined Cable, Citation Cable and Dowden Communications; award expected 10/83 (5,619 homes).
Grand Marais—award to Cable-Tron 9/9/83.
Janesville—final award to Dowden 7/8/83 (700 homes).
Maple Plain—beginning process (481 homes).
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes).
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from Dowden, Communication Systems and Combined Cable; award expected 10/83 (11,682 homes).
Mound—award to Dowden 3/22/83 (3,600 homes).
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—negotiating with Nor Com Video (4,416 homes).
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes).
St. James—award to Dowden 5/83 (1,820 homes).
St. Paul—negotiating with Continental; award expected by 11/83 (110,000 homes).
Savage—assessing needs for cable.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes).
Waconia—beginning process (1,024 homes).
Watertown—beginning process (700 homes).
Wayzata—preliminary award to Dowden Communications; final award expected 10/83 (1,800 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—no bids received; re-starting process (24,032 homes).
Windom—considering municipal ownership (1,600 homes).

Missouri
St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners; award expected 2/84 (178,000 homes).

Nebraska
Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes).

Nevada
Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83.

New Hampshire
Atkinson—award to Harron Communications 5/25/83 (1,500 homes).
Hampstead—final award to Rockingham Cablevision (1,500 homes).
Manchester—deadline for proposals for non-exclusive franchise 9/30/83.
Newton—proposal deadline extended until 10/11/83.
Pelham—preliminary award to Harron Communications; final award expected 10/83 (2,500 homes).
Sandown—RFP issued, no responses received (800 homes).
Windham—awarded to Harron Communications 5/83 (2,000 homes).
Wolfeboro—negotiating with Community TV; award expected 10/83 (833 homes).

New Jersey
Jersey City—determining cable options.
Patterson—award expected 10/83.

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes).
Cherry Valley—final award to Schoharie 4/83 (250 homes).
Honeoye—award to Honeoye Cable 4/5/83 (500 homes).
Mayville, Chautauqua, Westfield, Tripley—preliminary award to US Cable; final award expected 10/83 (5,430 homes).
Mt. Upton—NewChannels has applied for non-exclusive franchise; award expected 1/84.
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens.
North Salem—negotiating with Community Cable Services; (1,100 homes).
Norwich—NewChannels has applied for non-exclusive franchise; award expected 10/83 (100 homes).
Portland—negotiating with Tribune Cable (150 homes).
Tully—award to NewChannels 8/29/83.
Union Vale—only proposal from Consolidated Communication (775 homes).

North Carolina
Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes).
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes).
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes).
Harnett County—award to Univision Cable Systems 2/83.
Jackson—drafting RFP (400 homes).
Pamlico County—negotiating with Country Cable of Princeton, N.C. (4,000 homes).

Ohio
Batavia Township—award to So-Comm 9/20/83 (4,000 homes).
Bethel—preliminary award to Cable Management Group; final award expected 9/83.
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—city still deliberating municipal versus private ownership.
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes).
Logdstown—deliberating municipal versus private ownership.
Oberlin—proposals from Oberlin Cable Co-Op and Grafton Cable; awaiting consultant's report (2,600 homes).
Quincy—final award granted to Cable Management Group 8/83 (250 homes).
Racine—final award to Telenational Communications 5/2/83.
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes).

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes).
Canby—final award to Canby Cablevision 5/83 (2,500 homes).
Cottage Grove—proposals received from Northland, McCaw, Creative Cablevision and TCI; award expected 10/12/83 (2,500 homes).
Dunthrope—negotiating with Liberty Communications (507 homes).
East Multnomah County—final award to Rogers UA Cablesystems, 4/7/83 (80,000 homes).
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes).
Sylvan,—negotiating with Liberty Communications (1,200 homes).

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable.
Paradise Township—final award to Hanover Cable TV 7/5/83.
Philadelphia—city is divided into four areas with proposals submitted as follows:
Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83.
S. Versailles Township—final award to Harron 4/83 (200 homes).

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas
Azle—RFP issued; proposals due 10/31/83 (2,200 homes).
Joshua—franchise awarded to Alencom 4/83 (610 homes).
Plano—award to TeleCable 8/83 (30,000 homes).
Richardson—award to TeleCable 3/83 (23,082 homes).

Virginia
Berryville, Clarke County—proposal from Mid Atlantic Network under review; award expected by 11/83.
Dinwiddie County—Crater General Communications submitted only proposal; award expected 10/83.
Fairfax City—award to Media General 6/14/83 (6,500 homes).
Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes).
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes).
Manassas—beginning feasibility study (5,510 homes).
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes).
Suffolk—RFP issued; proposals due 10/5/83 (16,697 homes).

Washington
Battle Ground—negotiating with Cox Cable Communications (1,000 homes).
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes).
Hartline—final award to Broadcast Services Inc. 3/83.
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes).

Wisconsin
Hayward—RFP issued; proposals due 11/11/83.
Hudson, North Hudson, River Falls—negotiating with Telephone and Data Systems Inc.
Hustisford—negotiating with Cable Communications Corp. (350 homes).
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes).
Kenosha—final award to Total TV 7/5/83 (29,500 homes).
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes).
New Glarus—RFP issued; proposals due 11/21/83 (675 homes).
Spring Green, Spring Green Township, Plain, Arena, Lone Rock—award to Kaul-Tronics Inc. 7/27/83 (400 homes).
Waterford—ordinance adopted and proposals being accepted (600 homes).

Source: ICR, Cable Information Service—a Titsch Communications division.

Franchising in the top 45 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP; outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 4-FG
3	Chicago	City is divided into five areas: FP
4	Philadelphia	City is divided into N,S,E,W-FP; additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	BP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP
15	Minneapolis/ St. Paul	FG/FG
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/ St. Petersburg	FG/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/ Stockton	FP/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/ New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	FG
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/ New Bedford	OP/OP
34	Orlando/ Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP

Legend
OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Source: ICR, Cable Information Service—a Titsch Communications division.